

A STORE SALES DATA ANALYSIS PROJECT REPORT Using EXCEL

(By Mehdi Hassan)



Problem Statement

A sales store wants to make a 2022 sales report to understand their customers and increase sales in 2023.

The store owner asks the following questions:

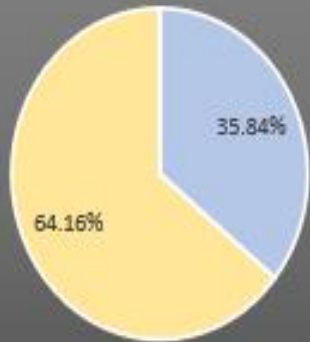
- ❖ List top 5 and bottom 5 states contributing to the sales?
- ❖ List top 5 categories contributing to the sales?
- ❖ Which channel is generating the most sales?
- ❖ Analyse the sales by different sizes.
- ❖ Which month recorded the highest sales?
- ❖ Who purchased more men or women in 2022?
- ❖ Determine the sales based on age groups.
- ❖ What are different order status in 2022?

Overview

Sales Analysis Dashboard

Sales: Men vs Women

Men Women

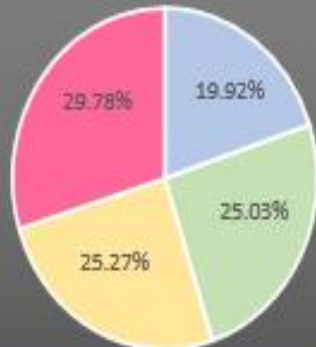


Monthwise Sales



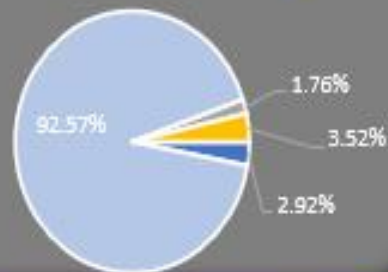
Age Group vs Sales

upto 25 36 to 45 26 to 35 56 to 80



Delivery Status

Cancelled Delivered Refunded Returned



Total Sales

\$21,441,209

Gender

Men

Women

Channel

Ajio

Amazon

Flipkart

Meesho

Myntra

Nalli

Apr

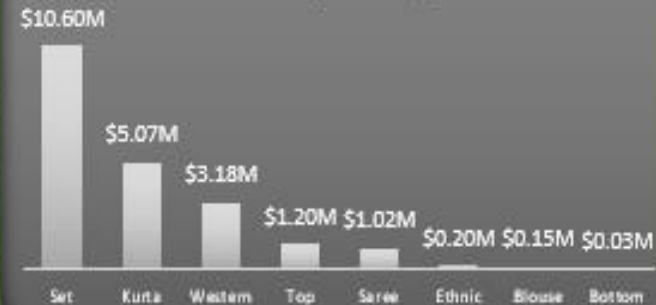
Aug

Dec

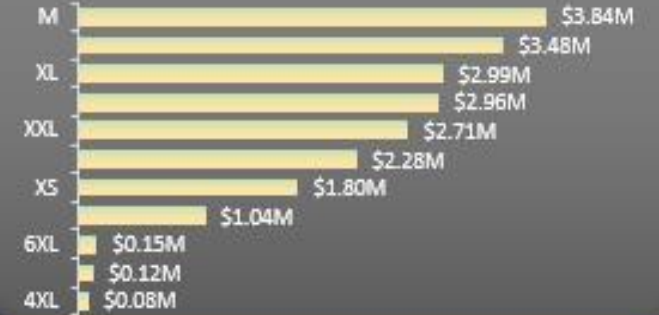
Feb

Jan

Sales by Categories



Sizewise Sales



Sales by Channels



Sales: Top 5 States



Sales: Bottom 5 States



PROBLEM 1: List top 5 and bottom 5 states contributing to the sales?

- The top 5 States are Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu.
- Maharashtra is the top state in sales, followed by Karnataka.
- The Bottom 5 States are Tripura, Meghalaya, Dadra and Nagar, Ladakh and Mizoram.
- Mizoram is the bottom state in sales, followed by Ladakh.



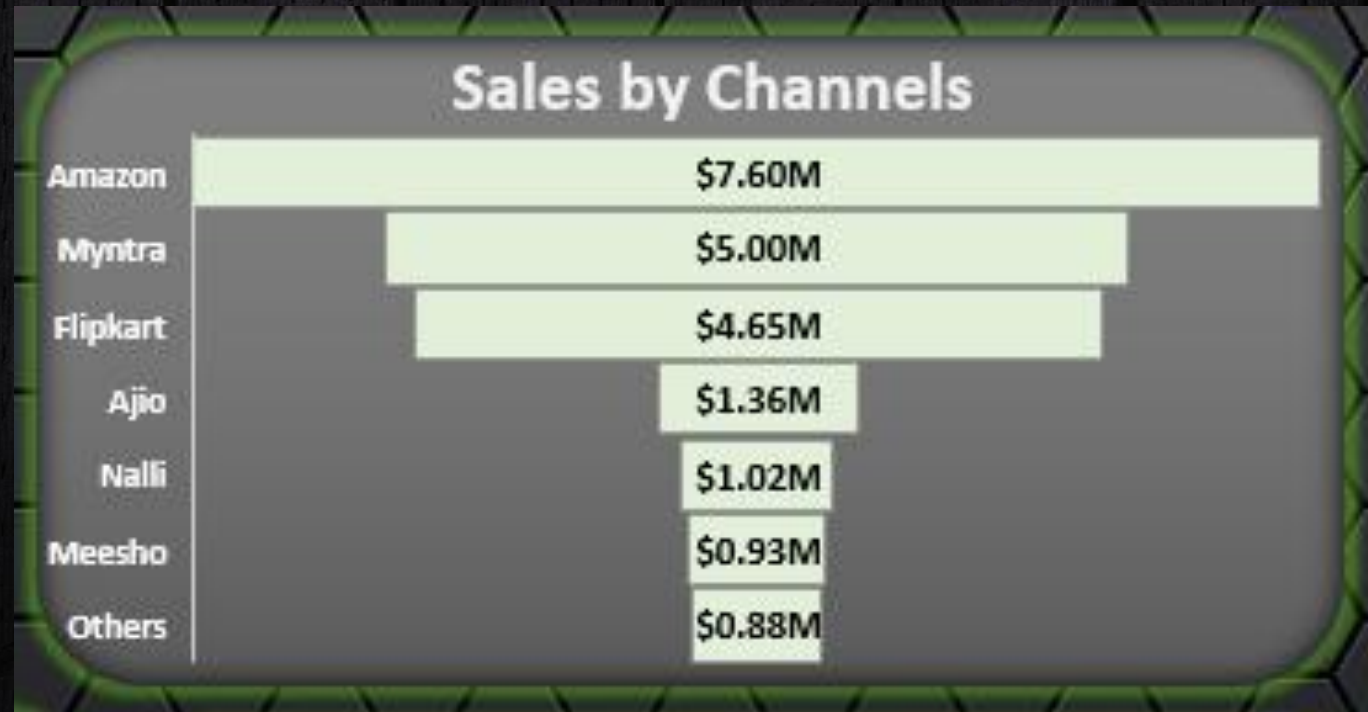
Mehndi Hassan

PROBLEM 2: List top 5 categories contributing to the sales?



- The Set is the highest selling category, followed by Kurta.
- The Bottom is the lowest selling category, followed by Blouse.

PROBLEM 3: Which channel is generating the most sales?



- Amazon is the highest selling channel, followed by Myntra.

PROBLEM 4: Analyse the sales by different sizes.



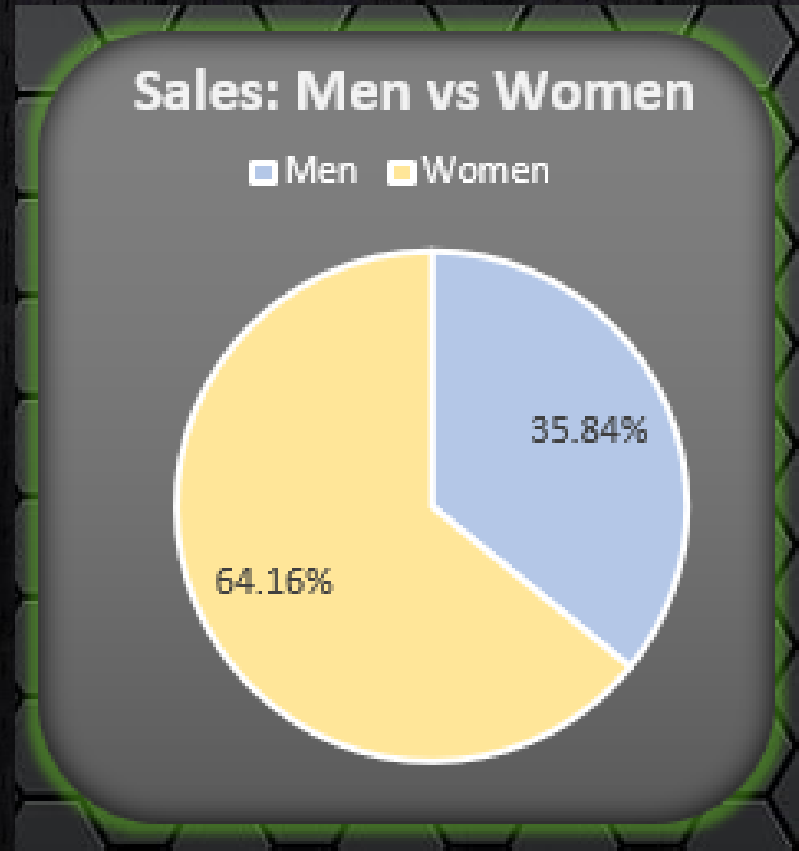
- M size is the best selling size, followed by L size.
- 4XL size is the least selling size, followed by 5XL size.

PROBLEM 5: Which month recorded the highest sales?



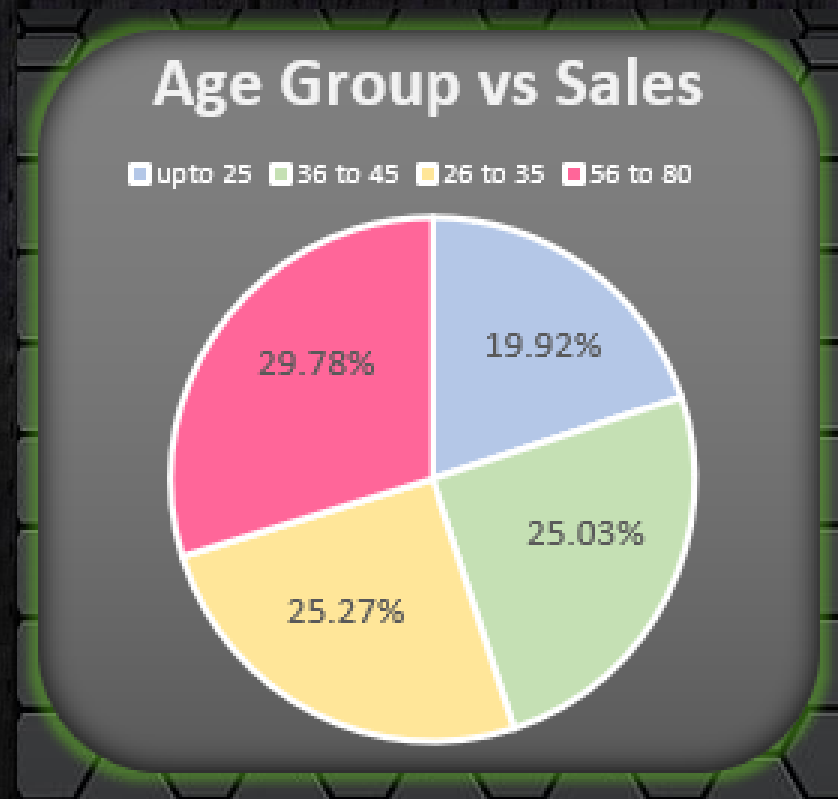
- From the curve, we observe that March is the month that recorded the highest sales.

PROBLEM 6: Who purchased more men or women in 2022?



- From the pie-chart, we can see that women's contribution to sales is 64.16% while men's contribution to sales is 35.84%.
- Thus, women purchased more than men.

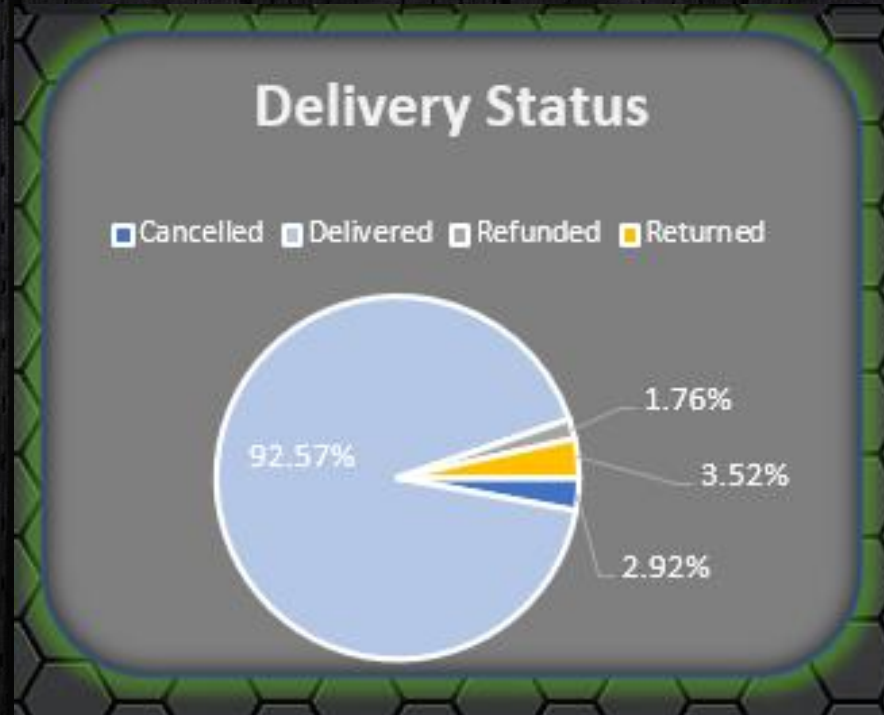
PROBLEM 7: Determine the sales based on age groups.



From the pie chart:

- The 'up to 25 age group' contributes 19.92% to sales.
- The '26 to 35 age group' contributes 25.27% to sales.
- The '36 to 45 age group' contributes 25.03% to sales.
- The '56 to 80 age group' contributes 29.78% to sales.

PROBLEM 8: What are different order status in 2022?



From the pie chart:

- 92.57% of orders were delivered.
- 2.92% of orders were cancelled.
- 3.52% of orders were returned.
- 1.76% of orders were refunded.